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PATENT APPLICATION  
10/694,314

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Edgar Hoppe et al.  
Serial No.: 10/694,314  
Date Filed: October 27, 2003  
Group Art Unit: 2421  
Confirmation No.: 3551  
Examiner: Nguyen BA, Hoang Vu A  
Title: **METHOD AND APPARATUS FOR  
INFORMATION EXCHANGE IN AN  
INTERACTIVE COMMUNICATION  
SYSTEM USING TV BROADCAST  
INFORMATION**

**MAIL STOP – AF**  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

**RESPONSE TO FINAL OFFICE ACTION**

In response to the Final Office Action mailed August 23, 2010, Applicants respectfully submit the following remarks set forth below and request favorable action thereon.

**A Listing of the Claims** begins on page 2 of this paper.

**Remarks/Arguments** begin on page 10 of this paper.